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Nebraska Family and Consumer Sciences

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“Marketing is too important to be left to the marketing department.”
-David Packard

Marketing Your Program

We are all thinking it but how many of us would say we do a good job of it. Marketing can be one of the greatest tools we have, but we often don't think we have the time, resources, or expertise to do anything. Today, we will explore a few simple ways to market your program.

First, what is marketing? It is simply promoting a product or service. In FACS, we have both. We turn out students who will become leaders in their homes, careers, and communities with the skills they have learned. We also fill a void that no one else in the school does and that is preparing students with the life skills no one else does. No offense to our colleagues in the math department but I haven't used cosine or tangent since completing an assignment in high school.

So how can we market our program:

- 1) Have students do the talking. Leave your students with valuable experiences and they will be your greatest advocate. Fun assignments are great but are they fun assignments that students understand what they are trying to accomplish? The why of a project is just as important as the outcome!
- 2) Go on the offensive. Be proactive instead of reactive and share what is happening in your program with your administrators, parents, community groups and Board of Education. In addition, having students present to these groups is much more valuable for them and your program than having you present.
- 3) Find creative ways to share information with students. From bulletin



Mission

Nebraska Family and Consumer Sciences integrates family and career readiness with technical skill instruction within a critical science perspective. As a result, our students are empowered to navigate the challenges of living and working in diverse communities, while striving for a high quality of life.

boards to sidewalk chalk and locker notes to table tents at lunch, providing a variety of ways to share information is key to helping your message get out.

If you have ideas on marketing your program, share them via the FACS Listserv!

Call to Action

Don't be afraid to ask for outside help. You may even have a parent of one of your students who knows a lot or works in marketing. Ask questions to get the ball rolling and learn more about what you can do from a great professional. You never know what formal services they may be able to offer you as well!

CSO Spotlight

offer target groups.

FEA

If you have questions about FEA, please refer them to Nicole Coffey via email at Nicole.coffey@nebraska.gov

FCCLA

Need to market your FCCLA program? Check out the Speak out for FCCLA Power of One Project or the Promote & Publicize FCCLA! STAR Event. Both focus on sharing the word about FCCLA and what it can

Be sure to have students (or you!) log in to Twitter for the #sotchattime with Ariel Lichty. Ariel will be answering questions about Competitive Events on Wednesday, October 29 from 7:00-8:00 PM CST.